

Mayor H. Lynch-Staunton Endorses Installation of Town Waterworks

The Editor, Didsbury Pioneer.

I wish to congratulate you on the very fine editorial that appeared in your issue of September 22nd, and if any of your readers missed it I would suggest that it would be well worth their while to hunt it up and read it.

The Town of Didsbury is at the present time in a very unstable position financially occasioned by the fact that it is too large and yet too small. It is large enough to require adequate police protection; fire protection; good roads; fine schools and all those things that an up to date town has to offer, but it does not have sufficient taxpayers to be able to provide these things economically. It is obvious that the cost of police protection would be no higher if the Town had half as many people again living in it and yet the per capita cost of policing would then be one-third less. The same argument applies to fire protection; civil administration; and even to maintaining the roads as it costs no more to keep a well built up street in good repair than it does the same street with only one or two homes on it.

Our problem then is to increase our population. How are we to do this? Population follows industry, but trade follows population. If, for instance, we could get a manufacturing plant to locate here it would bring more people to Town to work in the plant. But our chances of increasing our population in this manner are very remote for the simple reason that we have no particular

advantages to offer any manufacturing concern to locate here. Therefore there is no use of us trying to kid ourselves into believing that we can increase our population by promoting industry. Now let us examine the hypothesis that trade follows population. Trade consists, not of manufacturing new goods, but of distributing those already manufactured and of providing services. If we increase our population by say one third, we will make room for more businesses and tradesmen in the Town which in turn will benefit the Town by providing more taxpayers to carry the load. But again, please note that trade follows population. Thus we cannot increase our population by establishing new businesses. These simply could not exist. The first thing we must do, then, is to increase the population. The advantages will follow.

This is an agricultural community. Many of the early settlers are now just about ready to turn the land over to the boys and retire. These people who are ready to retire are the ones to whom we must look to increase the population of the town. Most of them want to retire where they are known and are in constant contact with their families. They have money to live on and do not require a job in Town. They are all potential citizens and taxpayers of the Town of the highest order. But most of these people have developed their farms to the point where they are quite modern with running water, electricity, etc., and when they retire they will not make their homes in a town that

does not offer facilities at least as good as they have enjoyed on the farm. Hence they are attracted to modern centres to the loss of towns such as Didsbury. It therefore follows that if we wish to reduce our taxes we must have more tax payers; to get more tax payers we must draw on the reservoir of retiring farmers surrounding us; to get these farmers to move to Didsbury we must bring our town more up-to-date, and the first step we must take along this line is to install water and sewer.

Unfortunately the initial plan for water and sewer will not cover the whole Town. However, to those people who will not be on the system at first, let me say this: from the standpoint of reducing their taxes, the increase of population above referred to is just as vital to them as it is to those who will actually get the water and sewer. The system itself will be paid for by those who get the benefits of it. WILL NOT INCREASE THE GENERAL MILL RATE OF THE TOWN, but the increased assessment resulting from new building will tend to reduce it. Further, a system such as this has to start somewhere and will in future be extended as new building warrants. If a start is not made somewhere nobody can ever hope to get these facilities which are considered in most communities as necessities. The Town will either stand still or go back and the services the Town can offer will either have to be drastically reduced or the taxes will remain unduly high.

H. LYNCH-STAUTON

Walther Leaguers Discuss Fall Rally

It is remarkable how much is covered by the Bible's interpretation of the four words, "Thou shalt not steal." This formed the basis of the discussion at the Walther League meeting on Tuesday, September 22. The many passages of the Bible may be divided into honesty of property and labor. A Christian should employ only lawful means for acquiring earthly possessions and ought to work faithfully at a useful occupation. In this connection the matter of communism was also briefly discussed and it was shown, that as practiced today, it is contrary to Scripture and to reason.

During the business session the forthcoming Fall Rally, to be held in Calgary October 3rd, was discussed. The League voted to make a contribution towards the completion of the Third Story of the Youth Building at Chicago.

Due to general harvesting the meeting concluded shortly thereafter with a community sing-song and lunch.

MRS. ED FORD HOSTESS TO KNOX UNITED CHURCH W.M.S.

The Knox United Church Women's Missionary Society met September 29th at the home of Mrs. Ed Ford. Fourteen members and friends were present. Rev. J.W. Bainbridge conducted the Devotional period and also gave the study, taking the new study book "West of the Ganges," by Dr. K.J. Beaton. At the close of the meeting Mrs. Ford served lunch.

The W.M.S. will welcome new members. Meetings are held on the third Monday evening of each month.

Source of European Recovery Supplies to be Indicated

Canadian goods supplied to Europe under the European Recovery Program will now be identified as "Product of Canada." Provision has been made by the Economic Co-operation Administration in Washington, for an emblem to appear on recovery goods shipped to Europe. This emblem will emphasize to countries participating in the European Recovery Program that such goods have been supplied by the United States, or have been purchased by the United States Government from other Western Hemisphere countries.

The emblem, which consists of a shield bearing four white stars on a blue background, surrounded by thirteen vertical red and white stripes, will carry the legend, "For European Recovery supplied by the United States of America." Canadian suppliers will be required to add under the emblem the words "Product of Canada." Wherever practicable, the emblem will appear on shipping cases, boxes, crates, barrels, bales, bags and other packages, as well as on the goods themselves.

Local Girls See Didsbury Exhibits at Toronto Fair

Misses Edith and Marion Schick returned Monday from a two month vacation spent in Ontario visiting relatives and friends. Among their many interesting experiences was a visit to the Toronto Exhibition where they saw Mr. M. Weber and his daughter, Mrs. J. Fleury, displaying the Rosebud Flour Mills products. They also saw the display of the Didsbury Crystal Dairy butter which took first prize.

INTER-TOWN TRACK MEET HERE FRIDAY, OCT. 1

Pupils from the schools of Lunenburg, Bowden, Olds, Didsbury and Carstairs will be in Didsbury Friday, October 1st, to take part in the inter-school track meet which is being held here this year.

This is an annual event and one you are interested in track meet events you should see some exceptionally good athletes perform on Friday on the grounds just north of the curling rink.

Set Fees for Winter Skating at Arena

At a meeting of the board of management of the Didsbury Memorial Arena, held Monday night, the following fees were set for skating this coming winter:

SEASON TICKETS—
Family ticket \$12.00
Adults \$6.00
Students \$4.00
Children 12 and under \$2.50

REGULAR ADMISSIONS—
Adults 35c
Students 25c
Children 12 and under 10c

WORLD TIMBER SUPPLIES BEING DEPLETED

Existing world supplies of timber are being steadily exhausted, according to a report presented at a recent meeting of the Royal Society of Arts, in London, England. European countries cut 21 per cent more timber than the estimated annual growth in 1946, while the cut in the United States was almost 50 per cent in excess of the growth. Canada was reported in a more favorable position, though there was little or no surplus, while the cut in the USSR was believed to be about equal to the annual growth in accessible forests.

THRESHING STARTS AGAIN

Following last Thursday's rain there was a general halt in threshing operations in the Didsbury district for a couple of days, but on Monday the grain was sufficiently dry to enable threshing to start again and most machines in this area are now busy taking off this year's crop.

Most of the cutting was completed last week end and except for some green feed and late maturing crops in the halled area very little cutting remains to be done in the immediate district.

Harvest help is very scarce this year and many threshing crews are working short handed.

THANKSGIVING DAY

By proclamation, Monday, October 11th, has been declared a day of general thanksgiving in Canada, and the people of the Dominion are called upon to observe the day.

Earl Erb President Of United Church Young People

At a meeting held in the Knox United Church last Thursday evening the United Church Young People's Union was organized with the following officers appointed: President, Earl Erb; vice president, Ruth Bainbridge; secretary-treas, Louise Hattenauer.

Convenors of Committees: Citizenship: Don Freeman; International Missions, Doris Bainbridge; Fellowship, Bruce McLaren; Social, Katherine Smith.

It was decided to hold meetings weekly on Mondays at 8 p.m. in the school room of the church, with extra meetings on special occasions. All young people from 17 up are cordially invited to attend.

EXPECT TO BUILD NEW CREAMERY AT DRUMHELLER

Drumheller may get a creamery soon. Promoters of the idea are Brown's Dairy Ltd., who have already contacted Dairy Commission C. D.H. McCallum. Drumheller City Council went on record as favoring having a creamery in the city. Meanwhile the local dairy firm has started making a survey of dairy farms in the area.

HOG POPULATION DECLINES

Canadian farmers are producing fewer hogs says the bureau of statistics.

The number of hogs on Canadian farms at June 1 this year was only 4,463,000 against 5,463,000 last year and 8,118,000 during the peak wartime year of 1943. The hog population has dropped in all nine provinces.

The fall pig crop last year was much smaller than for the previous year and also larger numbers were sent to market early this year thus depleting the supply.

The bureau expects that this fall's pig crop will be nearly a quarter less than in 1947.

\$1,000,000 MORE FOR HIGHWAYS

Alberta's road funds have been supplemented by an additional \$1,000,000 provided through special warrant, according to a recent announcement.

The extra funds will be used for purposes of augmenting the \$13,500,000 authorized at the spring session of the legislature.

Purpose of the additional funds is to cover contracts already issued or contemplated for road construction. The whole of the additional \$1,000,000 will not necessarily be used.

LOCAL NEWS

Mr. Gordon Wordie returned home Saturday from the Northwest Territories where he has been prospecting with Kasha Exploration.

Lou Boles reports that last week he threshed 500 bushels of wheat off 12 acres of summerfallow. The yield was approximately 42 bushels to the acre and graded No. 2 northern.

Eddie Adams has purchased the Peto Hendrix place at Bergen and Mr. Hendrix has taken over the Ira Gamble farm. Mr. Gamble has purchased the Howard Gilmore place in Didsbury and expects to move in soon. Mr. and Mrs. Gilmore expect to go to B.C. this fall.

THE PRICE OF MOVIES IN CANADA

The latest nation-wide survey by the Canadian Government reveals that the people of Ontario paid more to see movies than any others since a total of \$93,137,140 was paid there during the past year for such purposes. In other part of Canada paid admissions involved \$18,846,876 for Quebec; \$21,062,010 for British Columbia, including Yukon and the Northwest Territories; Manitoba \$13,054,600; Alberta \$12,809,597; Nova Scotia \$10,683,793; Saskatchewan \$10,153,063; New Brunswick \$7,027,133 and Prince Edward Island \$920,033.

Hunting Season Opens Saturday

The season in this part of Alberta for ducks and geese opens Saturday, October 2nd and local nirobirds are all primed for the opening day. This year the ducks seem to be fairly plentiful wherever there is water and local hunters are looking forward to a good season's sport. A few geese are also reported on the "Tugale" slough south west of town.

While there may be plenty of migratory birds this year the upland bird situation is far from favorable. Hungarian partridge seem to be on the increase but prairie chicken and pheasants are not showing any noticeable increase over last year.

There are many pump, sun-owners in the district and they are all wanted to have them plugged so that the magazine will hold only two shells.

Leo Nichols Takes Over John Deere Agency in Didsbury

Leo Nichols, who has been operating the old White Rose service station for the past year under the name of Nichols' Garage, has purchased the John Deere agency and building from Gordon E. Sparks, and has now taken full control of the business.

Mr. Nichols intends to operate his garage business at the John Deere agency building, and present plans to continue the business at the old stand are undecided. Leo has three licensed mechanics, and expects a large quota of new machinery sales in the next 12 months. Gordon E. Sparks, the former John Deere agent, is returning to Innisfail where he has secured the John Deere machine agency. He has sold his house in town to Joe Perreault.

Benson-Lemke Nuptials Held in Calgary August 20

On August 20th at an impressive twilight ceremony conducted by the Rev. G. Morstead in Trinity Lutheran Church, Calgary, Ruby May Lemke, daughter of Mr. and Mrs. Otto W. Lemke of Acadia Valley, became the bride of Bernard Benson of Calgary. Given in marriage by her brother, Mr. Clifford Benson, she wore a burly wine suit with grey accessories and corsage of yellow roses. Her bridesmaid wore a grey. The best man was Ben Geron. A reception for 15 guests followed in the Mandarin Gardens. The bride couple were assisted in receiving by the bride's mother, Mrs. Lemke, and Mrs. P. Benson. Mrs. Lemke chose a grey and white dress with a grey tailored suit with brown accessories and wore a red rose corsage. Mrs. Benson was dressed in navy blue and also chose red roses for her corsage.

The bride and Mrs. Benson will make their home in Calgary.

Ruby Lemke attended the Didsbury high school for two terms.

WORLD WIDE COMMUNION DAY

Sunday, October 3rd, will be observed as World Wide Communion Day when churches of many historic backgrounds and of many lands will unite at the Lord's Supper, thus bearing witness to their unity in Christ. Protestant churches of this community and around the world will be a part of a great fellowship about the Communion Table, which will bring spiritual inspiration and strength to all who are united in Christ. For Christians this fellowship encompasses not only neighbors and friends but suffering humanity of all nations. Jesus Christ said, "This do in remembrance of me."

Canada Becomes Butter Importer

Trade Minister Howe said recently that Canada will import about nine million pounds of butter from Denmark and New Zealand.

Negotiations are under way with a third country. Mr. Howe did not announce the price.

The shortage of Canadian butter has been estimated at between 15,000,000 and 20,000,000 pounds but there would no longer be a shortage with importations from three countries.

The agreements disclosed consist of shipment from Denmark of 3,000 long tons and 1,000 long tons from New Zealand. The purchase has been approved by National Dairy Council, but it is not expected that the Council will press the government to remove the butter ceiling imposed in January.

DIDSBURY MARKET

EGGS

A Large 43c
A Medium 41c
A Small 39c
B's 31c
C's 27c

BUTTERFAT

Delivery Basis at Crystal Dairy
Special 70c
No. 1 68c
No. 2 66c
Table 75c



PITHEAD IN MODERN STYLE

The pitched gear of the new shaft at Mosley Common Colliery at Hootstown, Lancashire, is constructed in clean white concrete. In addition the National Coal Board is

to build the biggest waddy in Britain, which will clean 600 tons of coal an hour.

The new shaft is shown in this picture, a complete contrast to the old type of coal mine shaft with its pithead wheel.



HOUSE AND BARN PAINT

WE SELL THE BEST 'Sherwin-Williams'

And For The Fall Painting Season

We are in a position to give good service on your wants. If you plan on painting by Brush or Spray Machine come in and discuss your wants and get our prices.

PAINT — OIL — SHINGLE PAINT ALL COLORS

SHERWIN-WILLIAMS PAINTS VARNISHES & ENAMELS

Clean Up Lines

We have a few odds and ends of Inside and Outside Paints, Etc., which we are cleaning out at a reduction of 25%

COME IN AND LOOK THEM OVER

Mac's Service Hardware

Phone 33, — W.A. McFarquhar, prop.

PROPANE GAS

COOK AND HEAT THE MODERN WAY

SEE US FOR PRICES

ASK FOR A FREE DEMONSTRATION IN YOUR OWN HOME

USE PROPANE GAS — THE FUEL OF UNLIMITED SUPPLY

SEE...

HAROLD E. OKE

Your Machine Man — Phone 10, Didsbury

Youth For Christ

WITH ROBERT SIMPSON

(Provincial Director)

SHOWING PICTURES ON FAMOUS WINNONA LAKE

Where the annual Youth Rally for United States and Canada was held this summer

SPECIAL MUSIC ON THIS OCCASION

EVANGELICAL CHURCH — DIDSBURY

Wednesday, October 6

COMMENCING AT 8:00 P.M.

THE ANNUAL MEETING WILL FOLLOW

TUNE UP YOUR CAR FOR

Fall and Winter DRIVING

- BRAKES ● ENGINE
- STEERING ● LUBRICATION

DRIVE IN NOW FOR RELIABLE CAR & TRUCK SERVICE

THERE'S NO BETTER PLACE FOR SERVICE THAN AT

Prevost Motors

Case Implements and B-A Oil Products

Your Mercury Lincoln Dealer

Bert Prevost, Prop. Phone 168, Didsbury

CREMONA ITEMS

(Last Week)

A group of young men from Manitoba and Ontario visited in the district on Sunday. The main pleasure of the day was when they visited Wilf Carter at his home.

Mr. and Mrs. Garnet Brown, Grace and Donald returned Friday evening from a trip to Manitoba.

Mr. and Mrs. Musser of Innisfail are visiting with Mr. and Mrs. Charles Reid.

The show this week was "The Guilt of Janet Ames."

Threshing machines are buzzing in the district and the Cremona cafe is cooking for a crew of threshers.

Mrs. E. Waterstreet has been laid up for the past few days with a sprained back.

(This Week)

Mr. and Mrs. Wayne Stringer and family of Bergen were Cremona shoppers on Wednesday.

Mrs. T. Graham Sr. hasn't been in the best of health lately and her many friends wish her a speedy recovery.

Mr. and Mrs. C. Chartrand, nee Mary Lashmore, of Banff, visited in Cremona on Sunday.

Tommy Thompson is suffering from infection in the bone and we notice he has his arm in a sling. The show this week was "Mr. District Attorney."

MELVIN NOTES

Mrs. E.C. Youngs of Edmonton has been visiting friends and relatives in the district this past week and a half.

Mr. and Mrs. Frank Kynel and son, Boyd, of Coleman, returned home last week after spending several days with Frank's parents at Elkton, and visiting relatives and friends west of Didsbury.

Threshing operations are now in full swing and though many outfits are running short-handed, the yield and quality of grain in many places are quite satisfying. Of course, there is a hailed strip right through the district where little or no threshing will be done. It is hoped that the weather will give all a chance to complete the threshing while the grain is at its prime.

Miss Viola McNaughton entertained the Rugby Girls' Club on Monday evening.

We see August Krebs is driving a new Chevrolet sedan.

August Krebs had the misfortune to upset a truckload of cattle on the highway south of Didsbury on Monday. Luckily no one was hurt and the cattle were reloaded with not too much trouble.

Mr. and Mrs. Doug Landeen and family were Calgary visitors Friday and attended the wedding of Mrs. Landeen's brother, Leonard Rowell.

TREE PLANTING TIME

The period from the middle of September to the middle of October is an excellent time to plant new trees and shrubs, or replant old ones, providing there is enough moisture available. The winters in the south are often dry, and unless the newly planted trees are well watered and go into the winter that way they may dry out and die before spring. Evergreens, when moved with a large ball of earth around the roots and given lots of water until freeze-up, are moved successfully and easily in the fall.

IT STILL PAYS DIVIDENDS

Ask ten different people for a definition of advertising and the chances are, that you will get just about that many varied answers. To some advertising is simply "telling", to others it means "selling", but whatever the answer to this question, no one can deny that advertising has an interesting history or minimize the part it plays in our daily lives.

The original meaning of the word advertise is derived from the Latin advertise, to turn toward—thus advertising becomes the adoption of any means whereby one is induced to turn toward some service, goods or plan. The old Romans used street banners and messages painted on walls to attract attention. The seafaring Carthaginians used to light huge bonfires on the shore of the ports they wished to attract crowds with which to trade.

Amazing isn't it to think that one of the things which most of us had thought of as a child of the 20th century actually had its beginning way back when... —North Battleford News.

BUY SELL LOAN
USE THE
RENT TRADE

RENT TRADE
CLASSIFIED
BUY SELL LOAN

FOR SALE—1932 Plymouth Coupe. Apply to W. Skerry, Didsbury.

WANTED—Waitress for lunch Counter. Apply to Bright Spot. 38-2c

FOUND—Lady's Hat. Owner may have same by applying at Pioneer office.

FOR SALE—One Large Circulating Heater, in first class shape. Apply to K. Mullen, Didsbury. 1p

FOR SALE—Heavy cut dry Slabs for firewood, 810 per truck load. Apply to P.J. Hendrix, Bergen. 37-3p

FOR SALE—Steel Grain Elevator on skids; Wagon and 70-bushel box. Apply to H.W. Folkmann, phone 317. 37-3p

FOR SALE—MacLeod Chopper with 16 ft. elevator, in good working order. Apply to H.C. Peterson, phone H1007. 38-2p

FOR SALE—6 good Milk Cows, some good milkers, others to freshen soon. Apply to R.L. Brown, phone 516, Didsbury. 38-2c

FOR SALE—One 12 foot Grain Elevator and one 18 foot Grain Elevator. Also 2 h.p. Cockshutt Gasoline Engine. Apply to Bob Eckel, phone 1103, Didsbury. 1p

FOR SALE—Brand new John Deere Horse Mower. Must be moved soon. Leo Nichols, John Deere agent, phone 132. 1c

FOR SALE—Re-Gored Radiators, as good as new ones, at only part of the cost. Save money at Nichols' Garage.

FOR SALE—Purchased Hereford Bull, 3½ years old. Quiet and sure. Apply to Fred Tounson, Bergen, or leave inquiries at the Pioneer office.

FOR SALE—Yorkshire Boar, rising two years. Guaranteed pure breeder. Olds School of Agriculture breeding. Olds of Laconie Bue. Papers available. A. P. Nevada, phone 907, Didsbury. 38-2p

FOR SALE—John Deere Model "D" Tractor with factory built cab, lights and self-starter, on rubber. New this spring. Apply to R.L. Kruger, Box 261, Olds. Two miles south, 4½ miles east of Olds. 37-3p

FOR SALE—6 rooms, glassed in sun porch, hardwood floors, garage and other buildings; good yard, all fenced, treed, water, in real good location. Terms. Apply to C.E. Rehner or at The Bright Spot. 38-2p

FOR SALE—New and second hand beds, cutlery, furniture, Stoves, Heaters; Dinettes, just like new; Walnut Dinettes Suite consisting of cupboard, chairs, table; Porcelain top chairs & tables; Tools; Wagons; Running gears; Long yearling heifers, Springers and fresh Cows; Two Shetland Pinto Ponies. I have anything you want. I hope. —Hughie Roberts, phone 13, Res. 107. 38-2c

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FOR SALE—Singer Sewing Machine, like new. Phone 18. 1p

FOR SALE—Team of middle aged horses, weight 3250. Apply to Henning Fisher, phone 2013. 39-2p

FOR SALE—Half-Ton 1938 International Truck. New rubber. Apply to Ivan Weber, phone 56. 1c

A SNAP!—6 Room House. Ideal location. Immediate possession. Phone 72. 1c

FOR SALE—1932 V-8 Coupe, good condition. Cheap. Apply to Presto Motors, phone 168. 1c

FOR SALE—Baby Buggy and Walker. Phone R144. 1c

FOR SALE—670x16 super cushion tires. They will add comfort to the car.—Nichols' Garage. 1c

FOR SALE—70 head of good Ewes. Also one Suffolk Ram. 88 per head. Apply to Lew Wriglesworth. 1c

FOR SALE—Blatchford Organ, piano style. Excellent condition. Apply to Box 174, Didsbury. 1p

LOST—Logging Chain, four or five miles west of town. Apply to W. Collinge, phone 2008. 1c

WANTED at once, by Didsbury Municipal Hospital, one assistant cook and one ward aide. Apply to the Matron, phone 31. 1c

FOR SALE—1935 Plymouth Sedan, new motor and thoroughly overhauled. Good tires. Apply to H. Viney, Didsbury. 1p

TENDERS FOR CONCESSIONS AT DIDSBURY MEMORIAL ARENA

Tenders for the hot dog and lunch counter concessions at the Didsbury Memorial Arena will be received by the undersigned until noon, Wednesday, October 20, 1948.

The highest or any tender not necessarily accepted.

W.H. PAYNE S.J. GILSON
Chairman Secretary

KNOX UNITED CHURCH

Sunday services at the United Church will be held at follows: Didsbury, 11 a.m. Church School for all ages.

3 p.m.: The Sacrament of Baptism.

7:45 p.m.: Public Worship followed by Reception Services and World Wide Communion. Special music led by choir.

Westcott 11 a.m.: Public Worship followed by Reception Service and World Wide Communion.

Rev. J.W. Bainbridge, M.A., B.D., Minister

NOTICE

The Harvest Thanksgiving Festival will be held at St. Cyprian's, Didsbury, on Sunday, October 3rd, at 3 p.m. Those having donations of grain, flowers, fruit or vegetables to be used for decorating are requested to leave them at the church on Saturday.

IN MEMORIAM

In loving memory of Mrs. N. B. Snyder who passed away October 5th, 1947.

Upright and faithful in all her ways.

A wonderful character to the end of her days.

A loving mother, true and kind.

What a beautiful memory she left behind.

Ever remembered by her HUSBAND & FAMILY

W.H. PAYNE S.J. GILSON
Chairman Secretary

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THE DIDSBURY PIONEER

ESTABLISHED IN 1903

Authorized as Second Class Mail,
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Published Every Wednesday at
DIDSBURY, ALBERTA

\$2.00 a Year in Canada; \$2.50 in U.S.

E. J. ROULEAU,
Editor & Publisher

BREAD PRICES MAY UP

When the Canadian Government "froze" bread prices without "freezing" costs of articles used by the baking industry, it apparently created a most unsatisfactory state of affairs for the baking industry because many bakers seemingly found themselves paying higher prices for essentials required for their operations, though they could not raise their own prices to meet the new conditions. With this in mind, officials of the industry have conferred with Finance Minister Abbott and officials of the Wartime Prices and Trade Board, presenting a strong case why prices in their industry should be allowed to advance in some respects in particular regions where this is absolutely necessary for profitable operations.

It is understood that the baking industry is not seeking a general over-all boost in bread prices across Canada but rather to gain the right to increase prices only in localities where this is found to be necessary on account of the costs of production there. It is pointed out that bakers in certain areas of Canada did not increase their prices for bread this year when increases occurred elsewhere in this country so that when prices were "frozen" recently, such bakers were exposed to an unfortunate condition.

THE TEACHER'S PRAYER

Help me, Great Teacher, Guide and Friend,
My careless teaching ways to end,
Help me to teach with growing skill.

And fondest teaching hopes fulfill.

Help me, Great Teacher, Skillful One,
Who taught the twelve life's race to run,
That I may teach with winning force.

In question, story, life, discourse.

Help me, Great Teacher, artfully
To teach with knowing sympathy,
To feed with faith the springs of thought.

And change the life of him that's taught.

—Selected

ICE CREAM OR BUTTER?

The production of ice cream in Canada has been running so far ahead of last year, though other dairy output such as creamery butter and cheddar cheese have been down. The Canadian government reports that 3,063,000 gallons of ice cream were produced in Canada in June against 2,885,000 in the similar month last year, and in the first half of this year the output has totalled 11,019,000 gallons compared with 9,227,000 gallons in the same period of 1947 for a gain of 18.8 percent. Creamery butter and cheddar cheese production dropped 3.2 and 27.1 percent respectively in the first half of 1948.

Charity Collector: "Have you any material use for your old clothes?"
Citizen: "I'll say I have, I'm wearing them."

WEDDINGS**SCHMIDT-KLEIN**

A quiet wedding was solemnized at the Evangelical parsonage, Didsbury, on September 1st when Mrs. Louise Klein of Didsbury and Mr. P. Schmidt of Beiseker were united in marriage by Rev. A.J. Grams.

Witnesses to the ceremony were Mr. and Mrs. C. E. Tugale, and a few friends and relatives were present.

A reception for about 50 guests was held following the ceremony, at Mrs. Klein's home in Didsbury.

Mr. and Mrs. Schmidt will reside at Beiseker, Alberta.

GROMIUK-GOLE

Baskets of gladioli and mixed autumn flowers formed the setting for a pretty fall wedding in the Evangelical United Brethren Church at Didsbury on September 10th at 2:30 p.m., at which Grace Estella, eldest daughter of Mr. and Mrs. A. S. Gole of Didsbury, exchanged marriage vows with Mr. Alexander Gromiuk, only son of Mr. and Mrs. P. Gromiuk of Leader, Sask. Rev. Grams officiated.

As Mrs. Harvey Stevens, charming in a floor-length gown of blue sheer, presided at the organ, the bride entered the church on the arm of her father, who gave her in marriage. She was beautiful in a floor-length gown of ivory satin with fitted bodice of Swiss embroidery and her finger-tip veil cascaded from a headpiece of illusion net and corn flower. In keeping with the bridal tradition she wore a double strand of keepsake pearls and a tiny bow of Alice blue ribbon, and her slippers were of gold kid. She carried a bouquet of 15 red roses.

Miss Rose Gromiuk, sister of the groom acted as maid of honor and was gracious in a floor-length gown of rose jersey with matching chapel veil and gold slippers. She wore a gold necklace and carried pink gladioli.

Miss Ruth Gole, only sister of the bride, was becoming in a floor-length gown of blue jersey with veil to match, and gold slippers. She also wore a gold necklace set with a pearl and carried coral gladioli. The groom was attended by Stan Gole.

Ushers were Doug Durant of Vancouver and Lin Goehs of Calgary.

During the signing of the register Miss Olga Dupont, lovely in a floor-length gown of pink sheer, sang "At Dawning," accompanied at the piano by her little sister Emily.

The bride's mother chose for her daughter's wedding a printed grey jersey dress with matching accessories and wore a corsage of yellow roses.

Mrs. Gromiuk wore a black two-tone crepe dress with black accessories and wore a corsage of yellow roses.

A reception very capably catered to by Didsbury Chapter of the I.O. D.E. for 80 guests was held in the church basement where sweet peas and pink and white covers decorated the table. A three-tiered wedding cake flanked with bouquets of red roses centered the bride's table.

Mr. W. A. Austin proposed the toast to the bride, extending to her the "Old Scottish Wish," to which the groom fittingly responded.

Mr. and Mrs. Gromiuk left for points in Saskatchewan and for travelling the bride wore a wine gabardine suit and wine slippers with grey accessories complemented by a sterling necklace and earrings to match, and carried a white wool shortie. Her going away corsage was of white carnations.

Mr. and Mrs. Gromiuk will reside in Saskatoon where Mr. Gromiuk will complete his studies for his B. Sc. degree.

Out of town guests were Mr. and Mrs. Dougan, grandparents of the bride, Mrs. J. Dougan and Mr. Allan Dougan, all of Surkrie; Mr. and Mrs. P. Gromiuk and Rose of Leader, Sask.; Mr. and Mrs. Jack Henshaw of Gleichen; Mr. and Mrs. Ken White, Ralph and Lenore, Mr. and Mrs. J. McKinley, Mr. and Mrs. Don Goulds and Mr. and Mrs. W. J. Edwards, all of Calgary.

Among well wishes and congratulations from friends and relatives the happy couple received a telegram of congratulations from the Robin Hood Flour Mills, personalized by A. J. McKay.

A speech should be like a woman's skirt: long enough to cover the subject but short enough to be interesting.

Man: "Pardon me, miss, but has your dress slipped off or am I seeing things?"

Girl: "Both."

Love That Car!

Maureen O'Hara isn't taking any chances with her new convertible station wagon type of automobile. She left it outside, beneath her second story bedroom window, one night after a hard day's work on "The Homestead," the new Twentieth Century-Fox Technicolor hit which is showing at the Didsbury Theatre this week end.

Just before daylight a strange and awful sound came from her peaceful slumbers. Thinking that someone was trying to make off with her car, she roused her husband who hastened downstairs only to find a woodpecker happily engaged at pecking away on the wooden panels.

The car was promptly moved into the garage. Maureen is currently shopping for a bird repellent that will keep hungry woodpeckers from attacking the car again.

DROP EXPECTED IN U.S. MEAT PRICES

Meat prices in the United States should be somewhat lower in 30 to 60 days, meat packers at New York have stated. Some thought they may be down as much as 40 per cent. The drop will be a seasonal one, but may well be the beginning of a general downward trend, in the opinion of some packers now in New York for the annual meeting of the American Meat Institute.

WILL MAINTAIN SUBSIDY ON AGRICULTURAL PRODUCTS

With the prospect of the United States government having to pay \$1½ billion to keep prices of agricultural products from falling below fixed levels, officials are reported to be devising possible cuts in farm support prices. Any changes would have to be made by Congress, which does not meet until January.

FEEDING IN THE NORTH

Fort St. John, B.C. Sept. 20—Bill Boring lipped into this Alaska Highway feed today and told police a tale of ranch feeding Texas style in the ranching country between the Highway and the Rockies. He pointed to a gunshot wound in his arm as proof.

Police listened to his story and then sent a posse to Halfway, B.C., to pick up Bill's brothers, John and Eugene Boring, on an attempted murder charge.

According to police, the incident climaxed an annual shooting affray which had continued for the best part of the 20 years since the Texas-born brothers settled in the Halfway district.

The occasion, police say, is round-up time. The brothers have several hundred head of cattle and neighbors report hearing gunfire from the ranch every year as the brothers, their wives and numerous children differ as to the split in the profits.

Police say neighbors have learned to keep out of the rocks. The Boring's regard it as strictly a family affair and object violently to outsiders' horns in.

Halfway is 110 miles north of Fort St. John and the posse will have to take a bush trail to reach the Boring battle-ground.

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H.N. Graham H3G50

C. SPEER
CALGARY, ALTA.

THUS FAR AND NO FARTHER

For those who treasure this great heritage of western civilization and whom God has blessed with the power to defend it, the hour has struck to call a halt to this fifth column in its advance to the west and to say to the power behind it in clear and unmistakable terms: Thus far and no farther—Ficht Marshall Smuts.

CLEANERS AND DYERS**THREE DAY SERVICE**

Leave your cleaning Monday and pick up Friday
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Dr. H. S. RAMSEY**Chiropractor**

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"Good day Madam! we're making a nation-wide

SURVEY of FAMILY EXPENSES"

HERE'S WHY YOU SHOULD CO-OPERATE



Every month the Dominion Bureau of Statistics issues the cost-of-living index. Consumers groups, trade unions, employers, the government and many others know the importance of accurate figures on the cost of living.

To keep the basis of the index up-to-date the Bureau is doing a survey across Canada to find out what percentage of income the average family spent on food, clothing, shelter, recreation, and "other items in the past year."



We don't call at all homes. We can get a good picture by questioning a fraction of all families, chosen "out of a hat." If yours is chosen it will represent many other families like it in size, composition or income.



Don't worry if you don't know exactly how much you spent on everything. You will know some of your expenses accurately, but we realize you will have to estimate others. The Bureau representative will gladly help you fill out the questionnaire.



*All Bureau representatives carry identification cards. Information you give to the Bureau is strictly confidential. No other source, public or private, can gain access to the information you give about yourself or your family.



If you happen to be in the sample of Canadian families, please give the Bureau representative full co-operation. You will be performing a worthwhile service as a citizen.

DOMINION BUREAU OF STATISTICS
OTTAWA, CANADA

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price! More Important.
value! Most Important.

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CENTRAL ALBERTA CATTLE BREEDERS' ASSOC'N
LACOMBE SALE — FEEDER CATTLE
Lacombe Stockyards, Wednesday, October 6th, 1948
Commencing at 1:00 P.M.
Entries close October 5th, 1948
No Entry Fee

Secretary,
Central Alberta Cattle Breeders' Ass'n.,
Dear Sir:

I intend to enter head of feeder cattle in the
sale at Lacombe on Oct. 6, 1948.

Please send entry form, and rules of sale.

SIGNED
ADDRESS

MAIL TO: J. A. McKinley, Secy-Treas., Lacombe.

No Fisherman Tries Just One Cast

★

Nobody expects to reel in a trout the first time he casts his fly. The good fisherman makes sure he has something the fish will take, picks out what should be the best spot and then makes one cast after another. Usually his patience is rewarded with a good catch to take home.

IT'S THE SAME WAY
WITH ADVERTISING

The wise merchant doesn't expect to reap a big harvest of customers on the first ad. Rather, he makes sure he is advertising something the people want, checks to see what paper reaches the most readers who have money to buy and reaches them with the news they most want to read, and then runs a carefully planned series of attractive ads. This wise merchant knows that only a series of casts will catch the fish, that only steady advertising will put him first in the mind of all prospective customers.

★

NEARLY 1,000 HOMES RECEIVE

The Didsbury Pioneer
PHONE 12 — DIDSBURY

LOST LEMON MINE LEGEND HAS AGAIN BEEN REVIVED

(High River Times)

Well, it sounds as if we might have another gold rush in these parts. According to the Canadian press two veterans have abandoned the Eldorado of the north and are on the track of the long lost Lemon mine west of High River.

The story going the rounds is that Peterson, one of the two prospectors, picked up a sample of gold ore in the mountains west of High River in 1931. He got this when he was in the Elk River area over a mountain pass. Anyway he has been up in Yellowknife and showed this sample to Jack Hunt, another prospector in Yellowknife. The sample assayed about 10 times richer than any of the Yellowknife mines in operation.

So with this sample as lure, the two men have come out and have gone in with pack outfit from the upper Highwood across into the Elk River area of B.C. to relocate the place where the gold ore was picked up. The story is given an extra shot with the report that they think they may be on the track of the famous Lemon mine. That fabulous mine, a deposit of pure gold, was found and lost, according to legend, somewhere between Sheep Creek and the Crows Nest, around 1870.

All this may probably form the ground work for a gold rush. Our gold rush of February 1931, certainly had far less material to work on, and rolled up to terrific proportions before it calmed down and disappeared into the realm of forgotten sensations.

Remember that gold rush of 1931? It seemed to start with whispers, a few extra claims recorded, and suspicious demands for mining licenses. Then came the word that there were ten men staking claims along the Livingstone, west of Nanton.

Experienced men who decided to take a look-see, equipped themselves with pack horses, grub, tents, heavy clothing and so on.

But it was the gold seekers from the city who were the pay-off. The weather at the time was about 60 degrees, fairly mild. So they just hopped into cars with their silk hose, light coats and so on, expecting to dash out, stake their claims

PLANS UNDERWAY FOR ENTRY OF NEWFOUNDLAND

A delegation from Newfoundland to complete arrangements for union with this country is expected to hold its first meeting on October 4th and the head of the Canadian representatives will be Acting Prime Minister St. Laurent who is going to be chairman of a group which will include Trade Minister Howe, Defence Minister Claxton, Finance Minister Abbott, National Revenue Minister McCann and External Affairs Minister Pearson.

and be back in a day. The more thrifty took a few weiners and a loaf of bread.

Little did they know of the miles of heavy snow lying beyond the farthest reach of cars. Nor did they know of plugged passes, treacherous mountain slides, sudden mountain storms.

Before it was over 500 men were hauling the mountains round the base of Old Flat Top. Some even boasted that they'd staked on the summit of Flat Top. The claims, 1400 square feet, encroached on other claims. They called them Pot of Gold, What Ho, Who Cares, 19th Hole and so on. Came a time when the adventurers would trade two claims for a bottle of whiskey or a loaf of bread. Police were stationed along the trails warning the amateurs of the dangers, and government police were sent in to count heads. A party of three subsisted for three days on two oxo cubes.

They got in, and thanks to providence, they all got out, even to the fellow that went in with the derby hat. But few of the claims were ever recorded.

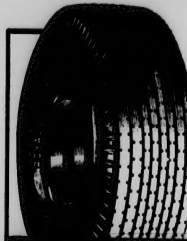
It wouldn't be surprising if another gold rush started in the wake of the two prospectors now allegedly searching the Elk River area for the lost Lemon mine. But to most people the saskatoon rush west of Nanton last week seems more practical.

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Our tire specialists will give you fast action on any tire job: whether it's fixing a flat or vulcanizing a tire. For expert tire service, drive in today.

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The reddest face in Oceanport, New Jersey, belongs to the righteous deacon who volunteered to show a committee the folly of gam-

bling on crooked slot-machines. He inserted three half dollars, hit the jack-pot twice, and ended with a profit of sixty-two-fifty. The committee voted on the spot to permit the installation of two additional machines.



Your banker works

For You

As a depositor or borrower, you value privacy in money matters. Your banker protects that privacy. Your banking transactions are not open to the eyes and ears of your competitor, your neighbor, your community.

In other words, the manager of your branch bank and his whole staff are working for you.

Contrast this Canadian way with conditions in lands where freedom is denied—where every bank is a political tool, every banker a public official working for the State! State monopoly of banking, proposed by Socialists here, would open your banking transactions to political intrusion.

SPONSORED BY YOUR BANK

Big Bills?



not if you
use the
Best

...and the best in the West is Red Head Motor Oil. Best for easy starting ... sludge-free motor protection and longer engine life.



GREAT WEST DISTRIBUTORS LTD.
CALGARY, ALBERTA

TO COMPLEMENT YOUR FALL COAT
CHOOSE A DRESS
 IN THE NEW FALL SHADES
 BOY'S & GIRL'S MASON KNIT
 COMBINATIONS & VESTS
 ZIPPER OVERALLS, 2, 4, 5 and 6
 STRIPED FLANNELETTE

THE MARVIAN

**WINTER
 Radiator Fronts**
 ADJUSTABLE FROM DRIVER'S SEAT
 FOR ALL MAKES OF CARS

Drop in and see these at
EDFORD MOTORS
 YOUR MODERN GARAGE
 ED. FORD, Prop. — Phone 58

SUNRISE COFFEE SHOP.

— PHONE 27 — DIDSBURY —

★
 Agents for Picardy and Smiles 'n Chuckles
 Chocolates. Fresh stock has just arrived
 from both firms. Price range .75c to \$2.00

WE SERVE SANDWICHES, BEVERAGES
 Just the right place after the show

ICE CREAM, REVELS, DIXIE CUPS
 BRICKS and MILK SHAKES

Orders Taken for Wedding and Birthday
 Cakes — Prices on Request

FRESH BAKING — phone in your order to
 be held, so you will not be disappointed.

We Wait the Opportunity To Serve You
 HOURS: Week Days 8 a.m. to 11 p.m.
 Sundays and Holidays . . 10 a.m. to 11 p.m.

WANTED

TURKEYS FOR THANKSGIVING
 Live, Dressed or Rail Graded
 TOP PRICES FOR YOUR TURKEYS AT
Platz Poultry Produce
 Phone 131 - Reg. No. 2-250 - F. Platz, prop.

SPECIAL FOR SUNDAY, OCTOBER 3

CHICKEN SUPPER

Supper Served From 5.30 to 8.00 p.m.

THE AMBLE INN

Bruce MacLaren & Bob McLean, props.

DIDSBURY OPERA THEATRE

Thurs., Fri. Sat.: Sept. 30, Oct. 1 and 2—
 Maureen O'Hara — Cornel Wilde

— IN —

HOMESTRETCH

A Thrilling Story of Horse Racing—in color

Mon., Tues., Wed.: Oct. 4, 5, 6—

Outstanding Double Feature Program

Blondie's Anniversary

— AND —

CAGED FURY

-: DISTRICT NEWS :-

BURNSIDE NOTES

Mr. and Mrs. Sandy Brander and family spent Friday in Calgary. Miss Lorraine Richardson of Port Alberni, B.C. is spending her vacation with her uncle and aunt, Mr. and Mrs. Harry Richardson. Mr. and Mrs. Richardson went into Calgary last Sunday to meet her.

Mr. and Mrs. Sandy Brander were business visitors in Calgary Monday. Cutting in the district is pretty well completed and threshing, which was well under way, was halted last Thursday by rain, but we were fortunate it wasn't snow which was reported further north. Despite the rain some threshing and combining was being done Saturday, but most outfits waited until Monday to be sure that the grain was dry.

Coyotes have been killing a number of lambs and sheep in the district again lately and as many as six in a bunch have been seen after one ewe. With so many coyotes in the district farmers have had to stop raising sheep. Coyote hunters would be welcomed in our neighborhood.

MOUNTAIN VIEW

Lloyd McCaig of Three Hills, formerly of Neapolis, is in the Holy Cross hospital in Calgary after an accident last Thursday when he had his left hand badly smashed in the cylinders of a threshing machine. Muriel Clarke is working for Mrs. W. Shultz during the harvest season.

Mr. and Mrs. E. Rogers and family and Mr. and Mrs. E. St. Clair and family were Sunday visitors at the W. Bruce home.

Rain last Thursday halted threshing operations in the district but everyone is again busy and many farmers will be finished harvesting the end of this week.

Mr. and Mrs. A. Thompson were Sunday visitors at the home of their son-in-law and daughter, Mr. and Mrs. Bellamy, at Cremona.

Mr. and Mrs. H. Elliott spent last Thursday in the city.

Mr. and Mrs. Danny Morach and family of Calgary, Harry Morach of Calgary, and Mr. and Mrs. F. Burg and family were Sunday visitors at their home in the city.

Mr. and Mrs. T.E. Noble of Olds were Sunday visitors with their son-in-law and daughter, Mr. and Mrs. John Bruce.

DIDSBURY HOSPITAL BIRTHS

Born to Mr. and Mrs. Peter Luft of Elkton on Tuesday, September 21st, a son.

To Mr. and Mrs. John Gillies of Elkton on Thursday, September 23, a girl.

To Mr. and Mrs. S. Devine of Carstairs, on Friday, September 24th, a girl.

HOW TO DO IT

A sweet young girl and a handsome farm lad were walking along a country road together in the evening. The farm lad was carrying a large pail on his back, holding a chicken in one hand, a cane in the other, and leading a goat. They came to a dark lane. Said the girl: "I'm afraid to walk here with you. You might try to kiss me."

Said the farm lad: "How could I with all these things I'm carrying?"

"Well, you might tick the cane in the ground, tie the goat to it, and put the chicken under the pail."

The three most important bones in the human body are the wishbone, the jawbone and the backbone. The first eggs you on, the second helps you find out and the third keeps you at it.

SUGGEST ACREAGE REDUCTION IN UNITED STATES

Because of a marked recovery in world wheat production this year and the reduced need for supplies, the United States government has suggested that farmers in that country reduce their seedings for 1949 by as much as 8 percent and shift some of the acreage from wheat to other crops, including grass. The goal for 1949 is 6.2 million acres less than the 7.7 million acres seeded to wheat in 1948.

The United States department of agriculture points out that an adjustment can be made in areas of low productivity without materially affecting crop production, and that a better balance between soil conserving and soil depleting crops will actually assure higher productivity over a longer period of years. It was further pointed out that in marginal areas farmers should be encouraged to begin reseeding to grass any land not suited to crop production over a long period.

NOTES FROM EAST

Mrs. Glendennin is helping Mrs. Allen Hughes during threshing. Mr. and Mrs. Charles Welsh of Calgary were visitors last Sunday with Mr. and Mrs. Alfred Thompson.

Reginald Schumaker has gone to Calgary where he will take a special course at the Technical school.

Walter McCalloch, George Long and Nick Lucas were Friday evening visitors at the Schumaker home.

Mr. and Mrs. W. McCalloch were business visitors to Olds on Thursday.

Mr. C. Neufeld started up his threshing machine on Friday, following Thursday's rain, but is feared the grain threshed may have been tough.

Mr. and Mrs. Murdoch of Pallon, England, were Sunday afternoon callers at the home of Mrs. B. Wood.

Mrs. Mackie of Calgary is visiting Mrs. B. Wood for a few days.

Mrs. and Mrs. Lynn Hunnegerer, Sharon and Allan, were Sunday dinner guests at the latter's home in the district.

Miss Shirley Stewart has been assisting Mrs. Wood with the threshers.

NOTES FROM WEST

Mrs. O. Thompson visited with Mrs. H. Hoesgood last Thursday afternoon.

Mrs. Stewart Johnson and family of Calgary visited her mother, Mrs. K. Kenschul, for a couple of days last week.

Mr. and Mrs. C. Wilson of Grimsby visited with Mr. and Mrs. Arnold Hogg on Friday, the occasion being the latter's birthday. Congratulations to Mr. and Mrs. P. Luft—it's a boy. And to Mr. and Mrs. J. Gillies—it's a girl.

Mrs. Patterson of Harmanston spent Monday and Tuesday helping at the McInnes home during threshing. Mr. and Mrs. A.L. Hogg visited with Mr. and Mrs. George Clarke, west of Olds, on Sunday.

Mr. and Mrs. Gordon Belfus were Calgary visitors on Sunday.

Mr. and Mrs. P. Hoesgood visited with Mr. and Mrs. Ed Miller at Westward Ho on Sunday. Mr. Miller is still very poor health.

Mrs. Davidson of Sore visited last week with her daughter, Mrs. G. Byrt.

SALMON RUN IN B.C.

The Fraser river salmon catch will not reach earlier expectations. Some early estimates named the figure at a catch of 1,000,000, but later estimates say 600,000 to 700,000 salmon.

USE OUR LICENSE PLATES FOR ADVERTISING

(The Mountaineer, Rocky Mountain House)

Could we have more distinctive license plates next year? Travelling across the border this summer we noticed that many States use their license plates to advertise some outstanding thing in the state.

For instance, Idaho plates carry a picture of a mealy baked potato just oozing butter; and at the bottom the claim, "The world's finest potatoes."

We didn't even see a small patch of potatoes in the part of Idaho we crossed, but likely we were looking the other way when we passed them. But whether we saw the plants or not, we will always think of Idaho as the potato state.

Wyoming has a bucking bronco on its license plate to advertise its rodeos. Another state has "The Evergreen Playground," and so on.

Here is Alberta's chance for a great deal of valuable advertising. We have almost everything—wheat, coal, oil, timber, fish, big game hunting, gold, other minerals, so it is hard to decide what to advertise, but perhaps a big game hunting advertisement would do the most good in the most places.

How about a moosehead, complete with antlers and say, "Home of the Big Game." Or, "Alberta has Three National Parks." We might add, "The Last West, or the Last Frontier," if there is room on the plate.

But whatever is decided upon, we should not let this chance of advertising our wares pass unnoticed. Everyone looks at license plates, it is a game with many tourists to make note of everyone, so think of the advertising we could get, all for free!

We hope the government and the A.M.A. will give the matter serious thought, we can do ourselves a great deal of good without costing a nickel!

- WALTHAM ● BULOVA
- WESTFIELD ● MONTROSE
- FLEET - MARDON

Popular Names in Ladies' and Gent's
Waterproof and Dress Watches

★
WE HAVE NURSES WATCHES —
 Priced at \$31.25 & \$43.75 (inc. tax)

A Complete Line of
WATCH STRAPS AND BRACELETS
SPECIAL — Guaranteed Gold, Men's Expansion Bracelet \$4.94 (inc. tax)

THE DIDSBURY JEWELLERY

W. E. Blore, prop. Phone 133 Didsbury

FOAT & FOX

RADIOS — HARDWARE — BATTERIES
 — ELECTRICAL SUPPLIES —
 Box 302 Phone 38 Didsbury

SUNBEAM MIXMASTER — BICYCLES
ELECTRIC WASHERS
RADIOS & TUBES OF ALL KINDS
BATTERIES TESTED & REPAIRED
LIN-X WATER SOFTENERS

— THE PLACE —

THE DIDSBURY B.A. SERVICE STATION
MY TIME IS YOUR TIME

My Many Years of Mechanical Experience is at Your Service
 Nothing Too Large or Too Small—We Fix Them All

IN THE MARKET FOR A BATTERY? — SEE OUR WILLARDS
Seiberling Tires and Tubes — Welding

Adjustable Easy-Five Sun Visors—New on the Market—
 — Ideal for Safe Day and Night Driving

C. H. HOLTE & SON, props. PHONE 200

A TEMPTING ROAST

Will satisfy the appetite of your family or dinner guest anytime. Served hot, it's a treat. — Served cold it's a handy snack or luncheon menu item.

SPECIAL THIS WEEK — CORNED BEEF

KIRBY'S MEAT MARKET

Phone 127 Didsbury

LOOK THESE OVER

320 acres all under cultivation, good dwelling and other buildings. Located east of Didsbury near the cheese factory.

PRICE: \$45.00 PER ACRE

DWELLING, 16x26 and 6 acres of land in Didsbury. Price \$1250.00.

C. E. REIBER

Real Estate and Insurance — Phone 90

ANNOUNCEMENT . . .

I wish to announce that 'Ted' Dageforde is now in charge of all mechanical work here.

ROGER BARRETT

— FORD DEALER —
 PHONE 126 — DIDSBURY

FARM BUILDINGS AND GRANARIES



We have all the common lumber for your
FARM BUILDINGS AND GRANARIES
Grain-Tight Shiplap, Cedar Shingles
Nails and Paint

ATLAS LUMBER CO. LTD.

Lloyd Jenkins, Manager

Phone 125

McCULLOUGH'S QUALITY VALUES

WINTER COATS—In season's popular colors and newest styles
DRESSES—New arrivals in ladies' crepes and wools.
Glamorous "Helen" Amerlex Gabardine Dresses in gay
plaids, pleasing designs, and plain—for the younger miss.
PARKAS—Wool insulated, water and wind repellent fabric, in
red, blue and two-tone browns, for children, at attractive
prices.
SWEATERS—100% pure wool, ladies' coat and P.O. styles.
Knitted styles for kiddies.
OVERSHOES—"Gutta Percha" popular styles for ladies and
children.
HOSIERY—Ladies' Nylons, crepes, lisle and cotton. Also good
supply of children's hose.

McCullough's Clothing

PHONE 124 — DIDSBURY

HALLIDAY'S

"THE BEST FOR A LITTLE LESS"

PHONE 101

Heinz Tomato Juice, 20 oz. tins	19c
Per case	\$3.60
Sun Rype Apple Butter, 24 oz. jar	23c
Sun Rype Apple Jelly, 24 oz. jar	25c
Dysons 9-Day Pickles, 16 oz. jar	40c
Ogilvies Corn Meal Mix, 14 oz. pkg.	32c
Ogilvies Muffin Bran Mix, 14 oz. pkg.	32c
Ogilvies Muffin Plain Mix, 14 oz. pkg.	32c
Nabob Mixed Peel, 16 oz. pkg.	38c
Nabob Mixed Peel, 8 oz. pkg.	20c
Nabob Mixed Fruit, 16 oz. pkg.	45c
Nabob Mixed Fruit, 8 oz. pkg.	25c
Nabob Glace Cherries, 16 oz. pkg.	43c
Nabob Glace Cherries, 8 oz. pkg.	27c
Pitted Dates, fresh stock, per lb.	25c
Coconut, shredded, 1/2 lb. cello	38c
Walnuts, light pieces, 1/2 lb. cello	55c

THANKS . . .

Having disposed of my John Deere Machinery business at Didsbury I wish to thank my many patrons for their past favors and wish them all a prosperous and happy future.

GORDON E. SPARKS

Three More Days
One Cent Sale
Thursday, Friday
and Saturday

LAW'S DRUG STORE

The Rexall Store

Phone 40, Didsbury

LOCAL NEWS

Mrs. Rena Youngs of Edmonton has been visiting her son, Ross, and relatives and friends in the district.

Mr. and Mrs. D.G. Innes of Craigmyle visited Sunday with their son-in-law and daughter, Mr. and Mrs. Fred Evans.

The afternoon group of Knox United Church W.A. will meet at the home of Mrs. G.F. Nicholl on Friday afternoon, October 1, at 2:45 p.m.

The Anglican service will be held at St. James', Rugby, on Sunday, October 3rd, at 11 a.m.

—St. Cyprian's W.A. will hold a tea and sale of home cooking on Saturday, October 16.

Miss Joyce Buhr spent the week end in Calgary and was soloist at the McDonald-Anderson wedding on Saturday afternoon.

Mr. and Mrs. Jim Gamble of Chilliwaack, B.C., who were en route to Winnipeg where Jim has secured a postulate, visited last week with friends and relatives in town and

—Kill your thistles and grass the Seaman way. Rent or buy a Seaman Tiller for the last fall treatment. —Harold E. Oke, your machine man, phone 10, Didsbury.

"Ted" Dageforde, who is now in charge of the mechanical work at Barrett's Garage, has received his Technical School Diploma, the Alberta Proficiency Certificate, and the electrical and acetylene welding certificates. These are noteworthy accomplishments and we are pleased to welcome him to our midst.

In paying his subscription to the Pioneer Ray Lantz enclosed a note to the editor saying that they had a pleasant trip by car to Victoria in July and that both he and Mrs. Lantz enjoy living at Victoria. This year there has been quite a lot of rain, but old timers say this is unusual. They say that they have met a lot of prairie people out there, and in closing wishes to be remembered to the Didsbury people.

Cy Armstrong, formerly of the Royal Bank staff in Didsbury, was a visitor in town the first of the week.

—Louis Ash, optometrist of Olds, will visit Didsbury at the Rosebud Hotel on Friday afternoon, October 15th.

Mr. Ira Gamble who has been on the sick list for a couple of weeks is around again and was a Didsbury visitor Tuesday.

Miss E. Willson spent the week end in Calgary.

E. G. Hanton was a business visitor in Calgary on Tuesday.

WHEN IN
DIDSBURY IT'S
Ranton's

**Final Clearance of
MEN'S
FALL COATS**

Going at **\$17.50**

**Men, Your Fall and
Winter
UNDERWEAR**

Is waiting for you. You'll need it one of these mornings — better have it handy.

PLAID

SPORT SHIRTS

For dress or every day wear.

POPULAR PRICES PREVAIL

WOOL BLANKETS

MADE BY AVERS

The best your money can buy

WOOLETTE

In Fancy Patterns—for women's and children's pyjamas and night gowns.

Cotton Broadcloth

IN SEVEN COLORS

EXTRA GOOD VALUES

Per yard **49c**

WOMEN'S and CHILDREN'S

UNDERWEAR

NOW IN STOCK

SHOP AT —

Ranton's

AND MEET YOUR FRIENDS

—Anyone wishing to share locker space at Didsbury contact E. N. Boettger.

Local nurses who have been successful in passing their R.N. are Miss Shirley Gullen of Didsbury and Miss Mildred Thomassen of Bergen.

SKIN SUFFERERS! Thousands coast to coast have benefited from Kleerex's quick healing of eczema, Psoriasis, Itch, Pimples, etc. Why not you? "Kleerex" — medium, strong. Two sizes—50c, \$1.09. All drugists.

Use The Classifieds

PRINTING...

★

Job Printing is an important part of our business and we are ready to serve you at all times in our printing department.

We have all new type in our plant and are thus enabled to turn out better and more modern printing.

Check over your supplies now and if there is anything in the printing line you need give us the order immediately. Do not wait till you are down to that last letterhead or envelope.

★

The Didsbury Pioneer

PHONE 12 — DIDSBURY

LARGE SHIPMENTS OF

Furniture

HAVE JUST ARRIVED

FOR EVERY ROOM IN THE HOUSE

DINING ROOM SUITES, with drop leaf table, in walnut finish **\$119.50**

KITCHEN SUITES, in black and white, chrome trim, hardwood construction.

BEDROOM SUITES, LARGE SELECTION

in Walnut, Bird's Eye Maple, Wheat and oak finish. 3' 3", 4 and 4' 6" Beds.

Kroehler

CHESTERFIELD and LOUNGE SUITES

AT REDUCED PRICES

See these lovely velour and tapestry coverings

Congoleum Rugs

In every size and pattern now in stock.

Also Inlaid and Congoleum by the yard

'LANE' & 'HONDRICH' CEDAR CHESTS
"The Gift that Starts the Home"

All sizes **59.50 to 69.50**

CHROME CHAIRS IN ALL COLORS

BABY CARRIAGES AND PRAMS

SHOOTING SEASON OPENS SATURDAY



Full Line of Shot Shells & Hunters' Needs

BUILDERS' HARDWARE STORES LTD.

TREV EVANS, Manager

Phone 7

EXTRA TROUSERS
FREE!!!

SEPTEMBER 25th to OCTOBER 15th

Suit and Extra Trousers — 35 Samples of Fine Canadian and Donegal Tweeds

These suits are styled and made to your individual measurements by
HOUSE OF HOBBERLIN

SPECIAL . . .

THURSDAY, FRIDAY, SATURDAY

KITCHEN TOWELS, each **39c**

LADIES' RAYON HOSIERY (substandard)

SPECIAL **4 pairs \$1.00**

"You'll Always Do Better at Berscht's"

J. V. BERSCHT & SONS

Shoes & Clothing — Phone 36, Didsbury

"It was the greatest thing that ever happened to me . . ." Those were the words of an ex-G.I. as he described his almost unbelievable escape from a Nazi prison camp. What would you say were the greatest things in your life?

The "Greatest things" in life is

the general theme of a series of sermons to be delivered at Redeemer Lutheran Church, Didsbury, by Rev. E.H. Fox. The topic for this Sunday is "The Greatest Triumph." We most cordially invite you to attend this service on Sunday, October 3, at 2 p.m. at Redeemer Lutheran Church.